

# Sports Betting Seminar

November 1–3, 2023  
Paris, France

## PROGRAMME

Hosted by  
GROUPE  
FDJ



### Seminar Venue

**Groupe FDJ (Française des Jeux)**  
Quai du Point du Jour 3–7  
92100 Boulogne–Billancourt | France

### Accommodation (5' by foot from the venue)

**Mercure Paris Boulogne Hotel**  
Place René Clair 37,  
92100 Boulogne–Billancourt | [website](https://www.mercurehotels.com/en/hotel/paris-boulogne)



**WEDNESDAY, November 1** – Arrival of the participants (transfers will not be organized)

18:45 – 19:30 EL/WLA welcome desk – hotel lobby  
19:30 – 22:30 Welcome Dinner in the hotel restaurant

**THURSDAY, November 2** | Auditorium | Floor –1

09:00 – 09:15	Opening Introduction & Welcome Addresses <b>Arjan VAN'T VEER</b> , EL Secretary General <b>Luca ESPOSITO POLEO</b> , WLA Executive Director
09:15 – 09:30	Regional Updates: FDJ Sport Betting offer & the French Market <b>Richard COURTOIS</b> , Director of the Sports BU, Française des Jeux, France
09:30 – 10:45	EL Sport Betting & Bookmakers Survey Presentation <b>Christian KALB</b> , Founder, CK Consulting, France
10:45 – 11:00	EL Level I Partner & WLA Platinum Contributor

11:00 – 11:30	Coffee/Networking
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11:30 – 12:30	Market and advertise a Responsible Sport Betting Offer Panel Discussion: <ul style="list-style-type: none"> <li>• <b>Jean-Luc MONER-BANET</b>, CEO, Loterie Romande, Switzerland</li> <li>• <b>Debora GRILLO</b>, Brand &amp; Communication Manager, Sisal, Italy</li> <li>• <b>Arno DE JONG</b>, CMO, Nederlandse Loterij, the Netherlands</li> <li>• <b>Nicolas SAYDE</b>, Council of Europe</li> </ul>
12:30 – 13:00	Responsible Gaming Innovations: A.I. and Machine Learning <b>TBC</b>

13:00 – 14:30	LUNCH
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14:30 – 15:00	Sport Books Trends & Statistical Betting <b>Jens NIELSEN</b> , Sport Betting Director, Danske Spil, Denmark
15:00 – 15:30	Footvision: Reveal the True Power of Sports Analytic – Example of Cooperation with Parions Sport <b>Mehdi ENNACIRI</b> , CEO Footvision Contact Reference
15:30 – 15:45	EL Level I Partner & WLA Platinum Contributor
15:45 – 16:30	Integrity in Tennis <b>Julia LOWIS</b> , Legal Counsel (Barrister), International Tennis Integrity Agency
16:30 – 16:45	<b>Closing Remarks &amp; Practical info</b> Moderators

17:15 Departure to Tennis Match

**FRIDAY, November 3 | Auditorium | Floor -1**

09:00 – 09:15	Opening Introduction <b>Arjan VAN'T VEER</b> , EL Secretary General <b>Luca ESPOSITO POLEO</b> , WLA Executive Director
09:15 – 10:00	Athletes Betting on their own sports IOC + Q&A <b>Friedrich MARTENS</b> , Head of OM Unit PMC / Ethics & Compliance Office, IOC
10:00 – 10:30	Lottery Member TBC
10:30 – 10:45	EL Level I Partner & WLA Platinum Contributor

10:45 – 11:15	Coffee/Networking
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11:15 – 12:00	Panel – Protecting the Integrity of Sports Competition <b>Gilles MAILLET</b> , President ULIS <b>Nicolas SAYDE</b> , Council of Europe <b>Severin MORITZER</b> , <b>Friderich STICKLER</b> , CEO & President of Play Fair Code Speaker, ENGSO's Equality Within Sport (EWS)
12:00 – 12:15	EL Level I Partner & WLA Platinum Contributor
12:15 – 12:45	Lottery Member TBC
12:45 – 13:00	<b>Wrap-Up &amp; Conclusions</b> Moderator

13:00 – 14:30 Departure Lunch

All participants will receive a link to all presentations after the seminar.

Before checking out, all participants are kindly requested to pay their personal extras such as minibar, phone, fax, as well as extra nights, etc.

**Dress code for the whole seminar: casual sport**

September 25, 2023



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